

CAMPING

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The Official Journal of the Camp Directors Association

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- CAMBRIDGE - MASSACHUSETTS -

February 1928

BUILDING CAMP ENROLLMENT THROUGH MAGAZINE ADVERTISING

By KENNETH W. CHAMBERS, Director
Educational Department, *Delineator*

How many campers will I get from my magazine advertising? The question is asked a hundred times a week and its answer is just about as easy as estimating the number of angels in heaven. Of course, I believe magazine advertising should be considered in the light of an investment. The dividend returns come in the nature of actual enrollments that are definitely traced to keyed advertisements and to that often intangible thing which we call good will that is steadily built up for the name of the camp through its persistent appearance in the pages of national publications. In the case of *Delineator*, we offer the camps a guaranteed circulation of 1,350,000 and a current print order in excess of 1,600,000. Quite obviously all of these readers will not be interested in summer camps. But,

on the other hand, it is inconceivable that in an audience of more than one million families there are not hundreds of mothers and fathers who are seeking just the right camp for their children. As a matter of fact, every family where there are children is a prospect for some camp. The problem, therefore, resolves itself into the question of reaching the largest number of prospects at the least possible expense.

It is true that many successful camps fill their lists each year without the aid of magazine advertising. On the other hand, it is equally true that many good camps secure a large number of their most desirable campers each year from magazine advertising. In the former group we find old established camps, which entered the field years ago when there were very few camps

and no competition. The newer camps find it necessary to go out into the open field to make new friends and contacts. And right here is where the magazines play an important part in contributing to their success. Indeed, many of the old established camps still continue to use the publications to keep the name of the camp before their established clientele, and at the same time to attract and enroll new friends. One very nicely supplements the other.

The increasing popularity of summer camps in this country is not due to the efforts of any single camp but is traceable to the large volume of camp publicity that appears each spring in our national magazines.

CAMP ADVERTISING

By W. T. CHASE

To advertise or not to advertise is a mooted question to many camp directors. There are a few who take pride in the fact that they do not have to proclaim their attraction and virtues, while there are others who are not such modest violets. It is difficult to say what would have happened to the entire camp movement if all had kept their light under a bushel. In my humble opinion the rapid growth of the camp movement has been greatly enhanced by publicity. The idea of camp for boy or girl has thus been suggested to many parents who would not have given it a thought for many years to come. The question of the ethics of those proud and exclusive directors who are unwilling to play a part in the cost of camp publicity and yet are ready to accept the benefit of the spreading of the camp gospel is possibly open to argument.

It would seem as if all directors who are really interested in encouraging parents to send their boys and girls to camp and who feel camp life is an important factor in the development of youth should be willing to proclaim its benefits.

When it comes to the direct financial return there seems to be wide divergence of practical results. The camp that spends a fairly large amount and has an efficient plan of follow-up usually obtains direct returns, but at a rather high first cost. However, if one can trace the results of

repeating years, he finds that the campers who came directly from advertising return and bring friends, thus reducing the first cost to a ratio that is profitable. Those who can only spend a small sum must be satisfied with rather a vague and indirect result. Even in the later case, however, there are exceptions.

For the most part the national magazines seem to offer the best media for the furtherance of the entire camp movement, though there are exceptions in a few newspapers that offer a peculiar local opportunity.

The director does find practical obstacles in the geographical spread of inquiries from national magazines. He wishes these could all come from points within personal reach and yet if he recognizes the law of averages he will probably find a larger yield of local inquiries from the national magazines than from any local publication.

The large grouping and the classified heading with the long period of reading in a monthly magazine are valuable assets to to advertiser. The expense of space given to big display lines is obviated if one's announcement appears in a classified column.

On the whole, therefore, I should say a camp should advertise first in order to support the movement and second to promote its own enterprise. I think that with a few exceptions, the national magazine

offers the best opportunity for this publicity.

Of course it goes without saying that in order to obtain any sort of financial return from advertising it must be backed by a quality camp, an experienced and efficient personnel and finally a thorough campaign of booklets, letters and personal effort. All this costs money and time, therefore each director must decide just what ratio of his income can be given to this work.

TO HELP THE CAMP AND CAMPER FIND EACH OTHER

The type of subscribers which a magazine has is of prime importance to the camp placing advertising in its columns. The camp wishes to become known to those who will be able to contribute to the general atmosphere of congeniality — young people with a background of culture and congenial living. It is from this group that it wishes to draw its campers. The camp desires to get together young people who belong together, who are most apt to possess the specific qualities which will lead to friendship in the group.

Frequently, however, the people who consult the directory become confused. There are so many advertisements, which, in their short, condensed form, seem to present camps of the same general atmosphere. When they have confidence in the advertising, such as is inspired by a standard magazine, they are willing to trust the

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CAMPING

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EDITORIAL

IN THE MORE OR LESS DISTANT FUTURE

This is the enrollment number of *Camping*. There are no camps but what are interested in the subject of enrollments. If there were no enrollments there would be no camps. Methods of securing enrollments vary greatly with different camps. There are many degrees between the camp that recruits with little effort each year from an established patronage and the camp that advertises furiously, pursuing with relentless vigor every nibble from every source. Probably over half of the camps that are members of the Camp Directors' Association carry announcements in magazines during some period of the year. These camps might greatly enhance their prestige and their ease in getting enrollments if they would pool a portion of their expenditure in cooperative advertising. Cooperative advertising is not new: where properly carried out it has been highly successful. The military schools have tested it out and are continuing to use it. To a large extent it is cooperative advertising and harmonious cooperative effort that have made the military schools more prosperous today than ever before. In cooperative advertising the idea calls for a contribution from each interested part in advocating the whole. In a small way the experiment is being tried this spring by a group of Cape Cod camps which have clubbed together to take a page in the March and April issues of one of the well-known monthly magazines. Each advertiser gives the equivalent of a small fraction of his space in order to sell the idea as a whole. There is probably no organization whose members are better fortified to do cooperative advertising than the Camp Directors' Association. Where membership means conformity to definite hygienic, moral and humanitarian standards the united voice of the clan carries a thrust in its proclamation which individual voices can never attain. But it does take vision to see it and a sweet reasonableness of temper to apply it.

QUESTION BOX

Answer to Question 1, which was: "What do you consider the respective benefits of a summer of travel and another consecutive summer at camp for a fourteen-year-old girl already well acquainted with camp life and its activities?"

Fourteen is too early an age in the case of the average girl to have the cultural value of travel offset the physical and psychological hardships of trains and hotels, the rush and bustle attendant upon a summer of foreign sightseeing. Fourteen is an ideal age for a girl to *live* abroad, it is an ideal age for her to be spending the summer in camp.

CORNELIA STRATTON PARKER

Answer to Question 3, which was: "Are children with noticeable physical, social, and character defects desirable members of a camp community?"

The question seems so simple, yet it is fraught with complexities. A prompt

"no" would be so simple, yet so unjust; unjust in a triple sense, to the camp staff, campers and the special child, for to avoid the narrow circumscribed path in life's experiences is ever best and both children and adults are benefited through help and tolerance of one another.

Noticeable physical defects might prove the least serious in the consequences to the group except in the case of speech disorders. The former might be a benefit rather than a disadvantage in that they form that sharp contrast between the more and the less fortunately endowed, provided the group is taught to hold a proper attitude toward the physically handicapped one and is not permitted to tease and exploit the one who is different. The physically handicapped child himself will be benefited by association with his normal fellows provided that he be treated with liking, kindness and con-

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Filene's

BOSTON, MASS.

SCHOOL AND CAMP SHOP

Official outfitters to over 70 boys' and girls' camps

A separate shop specializing in complete camp outfitting.

Service features — no charge

Camp Picture Gallery
Camp Information Bureau
Distribution of camp literature
Annual Spring Camp Exposition
PLUS good service and good values

Why not send for our quotations on your uniform?

Cosmopolitan

offers camp advertisers a larger circulation among substantial prospects than any other medium with an organized camp department

More than 1,500,000 copies monthly

Our Only Business

Outfitting camps and schools

12 months of the year

QUALITY APPAREL
SPECIALIZED SERVICE
MODERATE PRICES

Official outfitters to over
60 boys' and girls' camps

McCarthy & Simon, Inc.

7-9 WEST 36TH STREET
NEW YORK, N. Y.

THE SCIENCE OF HIKING

BY ARTHUR F. RAPER

Head Counselor, Camp Sequoyah, Asheville, N. C.

The science of hiking can be reduced to relatively simple terms. In the long run it amounts to an art — the art of getting along with what you have; while for each situation which arises along the trail a large amount of common sense and, at least, a bit of skill are absolutely necessary. The real hiker knows how to prepare for a hike, what to wear, what to eat, where to get drinking water, what to do in case of rain, how to wrap a sprained ankle or care for a blistered toe, as well as what rate to walk. The degree to which a person displays common sense and skill in such matters as are mentioned above indicates aside from the fact of unlike temperaments, the essential difference between the person who enjoys a hike to Mt. Mitchell and the one who is bored to death by such a long hard tramp.

Although successful hiking is largely a matter of the individual's use of common sense and skill, there are things fundamentally important to be considered in organizing and conducting a camp hike. In heading a hike there is grave responsibility, particularly if the hikers are young and city-bred, and if the trail is long and distant from stores and homes, and if there is no means of motor or rapid horse transportation.

The following suggestions are the results of several years' experience in organizing and leading hikes and may be considered with some profit by anyone who plans to lead a group of boys over a long mountain trail.

1. Some person must organize the hike. He should know the trail and so arrange the tramp that each meal time will be spent at a good spring. Not infrequently it is wise for the leader and another counselor to make a scouting trip a few days before the overnight hike.

2. From the very first mention of the hike until it is completed the leader must keep the respect of the counselors and campers, otherwise all is chaos. The hike should be clearly outlined, featuring its real value, and only those should go who choose to go. A forced hiker, whether counselor or camper, is no joy to himself or to his fellows.

3. The leader must be versatile enough to help, or find some one to help, with any particular phase of the hike which is lagging. Counselors and campers can be led to do more by a minute's example work than by repeated verbal instructions. When food and blankets are to be carried, the leader cannot be too careful in the distribution of the load. It is seldom, if ever, wise to penalize any person for an inconsiderate act by making him carry more than his part.

4. Preparations for a three-day hike should begin at least a week in advance. Provisions for carrying the packs must be made; additional cooking utensils, tin

plates, forks, and spoons must be had if necessary. A bountiful and well-balanced menu must be worked out. Most important of all is the selection of counselors who appreciate the fun and seriousness of a long tramp across the mountains. Many details are to be attended to: an ax must be in the packs, a tin plate for each person, salt for the eggs, an abundant supply of dry matches, and numerous other details. In packing the food, which should be done the night before, each meal can be placed in a pouch, the pouches numbered — this avoids opening any pack except the one prepared for the specific meal.

5. If possible the camp physician should go on the hike. He will prepare for his duties. Any campers who have signed to go on the hike and are thought to be unable to make it successfully should be so advised by the camp physician and left in camp. Should the camp physician not go, the counselor next best qualified should carry the first aid kit.

6. Before going on a long hike several short hikes should be made. It is also necessary that the prospective hikers be accustomed to eating food cooked over an open fire and sleeping on the ground. Short afternoon hikes, camp fire suppers, and cabin groups spending the night in the open suffice for this preliminary training.

7. The clothing of the hiker is of serious import — to have enough, but not too much. Heavy leather shoes, wool shirt, wool sweater, heavy wool stockings, and a rain coat or poncho, as well as tooth brush and small towel, are minimum requirements. The toilet articles can be wrapped in the blanket roll or carried in a knapsack. An extra pair of heavy wool socks and a tight fitting slipover wool sweater are quite valuable, while a skull cap is not worthless in case of a cold rain. Scout hatchets, canteens, first aid kits, cooking kits, and flashlights may or may not be needed, depending upon the trail and the things taken from the camp store in the big pouches. Nothing except things absolutely necessary should be carried by the hikers. For example, a canteen is worse than useless when there are plenty of springs along the trail.

8. Safeguarding a group of boys and keeping them in good spirits on a long hike is not a fool's errand. Some will want to go ahead, others will want to "rest" nearly all the time. If the group is ever divided the unity is lost — the alert ones are ahead of those who are tired or weak and are not in position to aid in making their loads easier to carry. If for no other reasons, the group should stay together so as to have the attention of the camp physician in case of an accident, and to keep from losing their way. The chief reason for keeping the group together is a psychological one, however. Keeping a group

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May forms close Mar. 2

The RED BOOK MAGAZINE

Leading Camp and
School Directory

M. Mercer Kendig, Director
Department of Education
420 Lexington Ave., N.Y. City



Camp Supplies, Inc.

52 Chauncy Street
Boston

OUTFITTERS TO CAMP,
SCHOOL AND COLLEGE
GROUPS

Inquiries solicited

Lackawanna 6648-6649

WEST SHORE BEEF COMPANY

Meats and Poultry

SUMMER CAMP SERVICE

688 EIGHTH AVENUE
NEW YORK CITY

CAMP OUTFITTING

Everything in High Grade Camp Equipment
for camp directors, counselors, campers

Cots: Upright steel cots B.W.S.C. 31.....\$9.25
F.B. 30.....4.25
Mattresses: Cotton Pad, S.B. 30c..... 3.75
Felt pad, S.F. 30f..... 4.50
Blankets: Pure wool and camel hair
From \$8.75 to \$8.00

Special Prices to Camp Directors

Send for catalogue

GIRL SCOUT CAMP EQUIPMENT DEPARTMENT
670 LEXINGTON AVENUE
NEW YORK, N. Y.

The American Girl Magazine

Read by girls whose parents can
afford to be particular about the
camp their daughters go to.

Over 50,000 copies A.B.C.

For particulars write

ELLIOTT P. HENRY
Advertising Manager
670 LEXINGTON AVENUE
NEW YORK CITY

CAMPING'S RECOMMENDED DEALERS

A Classified Directory of Advertisers of Interest to the Organized Summer Camp. Camp Directors are urged to write these dealers for catalogs and prices when buying supplies

Accounting

CHARLES F. RITTENHOUSE AND COMPANY
CERTIFIED PUBLIC ACCOUNTANTS
89 STATE STREET, BOSTON, MASS.

Wide and varied experience on financial and accounting problems of camps, private schools, colleges, hospitals, and other institutions. Simple and practical methods devised for accounting for income and expense. Budgets planned to control operating expenses. Bookkeeping service furnished during the camp season.

Arts and Crafts Materials

THE BUTTERFLY BOX, INC.
70 FRANKLIN STREET, BOSTON, MASS.

Prime source for Butterfly art materials, shades, trays, etc. Reed and Basketry supplies. Silhouettes. Cotton Chenille Rugs. Expert Instruction by arrangement. One day mail order service.

E. H. & A. C. FRIEDRICH CO.

140 SULLIVAN ST., NEW YORK, N. Y.

Manufacturers of DUR ESSE CLAY, the ideal Camp Craft. Requires no equipment. Endorsed by over 100 leading camps. Parchment Shades and Woodenware for DUR ESSE Decoration. Catalog and Illustrated Instructions free on request. Artists' Materials and Smocks.

Athletic Supplies and Equipment

WRIGHT & DITSON

344 WASHINGTON STREET, BOSTON, MASS.

All Sporting Goods and Camp Outfits. Headquarters for games equipment, canoes and boats, uniforms, including Lombard Middy Blouse Company's girls' and boys' camp clothing, raincoats, shoes, etc. Send for catalog.

Boats and Canoes

OLD TOWN CANOE COMPANY

OLD TOWN, MAINE

Canvas-covered canoes and boats for camp use, built along lines of Indian models. Paddles, oars, and general aquatic equipment. Camp Directors are invited to write for illustrated catalog.

Camp Equipment

ST. LAWRENCE TRADING AND SUPPLY CO.
100 FIFTH AVENUE, NEW YORK CITY

Distributors of Army and Navy Surplus Materials direct from the Government. General camping equipment of all kinds including cots, stoves, bedding, clothing, cutlery, etc. Send for current list.

Camp Outfitters

CAMP SUPPLIES, INC.

52 CHAUNCEY STREET, BOSTON, MASS.

Headquarters for camp uniforms and outfits. Large stocks of standard supplies on hand. Particularly equipped for work on special garments and materials. Everything that the boy or girl will need at camp.

Food Products

AUSTIN, NICHOLS & CO., INC.

WATERBURY, NEW HAVEN AND NORWICH, CONN.

Sunbeam Pure Foods—"The World's Best" Fruits and Vegetables direct from the packer to you, in number ten tins. Jams, Marmalades, and a complete assortment of Grocery Supplies for the summer camp.

BATCHELDER & SNYDER COMPANY
BLACKSTONE, NORTH AND N. CENTRE STREETS
BOSTON, MASS.

"New England's Own" Packers and Producers of Fine Foods supplying summer camps at wholesale prices. Beef, lamb, bacon, hams, poultry, fresh fish, dairy products, fresh and preserved fruits and vegetables. Write for list.

Footwear

THAYER MCNEIL
47 TEMPLE PLACE, BOSTON, MASS.

Offers correct shoes for gymnasium, hiking, field hockey, tennis, ballet, rhythmic and interpretive dancing. A competent representative will call at schools or camps to supervise fittings.

Grounds Ornamentation

HARLOWARDEN GARDENS AND GREENHOUSES
GREENPORT, N. Y.

Pioneers in selling direct to the private planter at wholesale prices since 1912. Hardy perennials, trees, shrubs and all nursery stocks; will be held and shipped when camp opens. Free premiums of garden books with \$10 order. Send for catalog.

Advertising in this Directory is open to concerns whose products fill specific needs in the camping world, and are such as meet with the approval of the editorial board of *Camping*, the official bulletin of the Camp Directors Association.

Medals, Pins, Cups, etc.

DORRETY OF BOSTON
387 WASHINGTON STREET

Designer and Manufacturer of Camp and School Medals and Pins. Dies made; New Designs added continually. Write for Leaflet on Pins, Medals for Camp Activities; also Prize Shields and Loving Cups.

Medicinal Supplies

OTIS CLAPP & SON, INC.
439 BOYLSTON STREET, BOSTON, MASS.
417 WESTMINSTER ST., PROVIDENCE, R.I.

Manufacturing Pharmacists. Makers of Ointment, First Aid Supplies and Toilet Articles for Plant Hospitals and Camps. Send for catalog of First Aid Kits and Supplies.

H. K. MULFORD COMPANY
PHILADELPHIA, PA.

B. F. I. powder. Promotes healing cuts, scratches, burns. Relieves sunburn and other skin irritations. IVYOL—For treatment of oak or ivy poisoning. ANTI-SNAKE-BITE SERUM. Syringe package, ready to use. Effective against bites rattlesnake, copperhead, moccasin.

Office Appliances

OFFICE APPLIANCE COMPANY
191-195 DEVONSHIRE STREET, BOSTON, MASS.

Everything for the efficient camp office: Corona Portable Typewriters, and all other standard makes sold and rented, also mimeographs and adding machines.

Photography

THE COSMOS PRESS, INC.
HARVARD SQUARE, CAMBRIDGE, MASS.

Furnishes a photographic service for camps and schools. Staff photographers visit camps during season and take pictures which have sales value as well as artistic merit. Expenses shared. Write for particulars.

Playground Apparatus

JUNGLEGYM, INC.
5 IRVING TERRACE, CAMBRIDGE, MASS.

Originators of patented gymnastic apparatus in use at such camps as Mowglis, Aloha Hive, O-At-Ka, Winniday and Anawan, for junior boy and girl campers. Good fun and exercise. Send for folder.

Publications

BOSTON EVENING TRANSCRIPT
324 WASHINGTON STREET, BOSTON, MASS.

"The Leading Family Daily in New England" carries more camp advertising than all other Boston papers combined. Reaches discriminating parents who appreciate and can afford the best in summer camps.

THE CHRISTIAN REGISTER
16 BEACON STREET, BOSTON, MASS.

A weekly periodical with a wide circulation among the intellectual. Maintains a camp and school department for advisory service to parents. Special Time discounts given. Rate card on application.

THE WOMAN'S PRESS
600 LEXINGTON AVENUE, N. Y.

Plays and pageants for outdoors and for special holidays. Special services and program material for camps, study courses, folk songs and folk dances. Books of games. Send for catalogue.

Sewage Disposal Equipment

KAUSTINE CO., INC.
PERRY, N. Y.

Manufacturers of Kaustine Toilet systems and Kaustine Septic Tanks for camps. Free engineering advice and instruction given in any camp sanitation problems.

Teachers Agencies

THE TEACHERS EXCHANGE
OF BOSTON, 120 BOYLSTON STREET

RECOMMENDS PRIVATE SCHOOLS
AND CAMPS

Teachers and Counsellors selected with discrimination. Careful service without charge to employers.

Toilet Preparations

EMARCO CO.
HUNTINGTON AND LONGWOOD AVES., BOSTON, MASS.

Manufacturers of highest grade Cold Cream, Cocoa Butter Cream, for tan and sunburn, Evergreen Tree Ointment, invaluable for hiking, Liquid Shampoos, Green Soap or Castile. Seventy specialties. Send for Price List.

Water Supplies

WALLACE & TIERNAN COMPANY, INC.
NEWARK, N. J.

Camp water supplies should always be sterilized to avoid all possibility of water-borne disease. W & T chlorine control apparatus sterilizes 75% of the drinking water supplied in North America. Send for folder "Small Water Supplies."

Woven Names

J. & J. CASH, INC.
237th STREET, SOUTH NORWALK, CONN.

Makers of Cash's Names for marking clothing, linen, etc. Prevent laundry losses, ownership disputes and are distinctive, permanent, economical. Used by camps, schools, institutions—and by the public for over thirty years.

THE TRAIL TO CAMP ENROLLMENTS

The business of securing camp enrollments today resembles very closely a hunting expedition. On the one hand, you have the camp proprietors seeking out those people whose names may eventually appear upon the dotted line. On the other hand, you have a great forest of humanity in which these people are concealed.

In this situation, the advantage of magazine advertising lies in the fact that it puts the enrollment hunter on the right track with the least delay. Without some clue, it would be difficult for any camp owner to locate, among the hundred million people of this country, just those to whom he should deliver his message. The magazine does this work of locating the prospect for him. Through his publishing formula, the owner of each magazine attracts to his publication a group of people whose characteristics, such as are important at least to the camp advertiser, are reflected in the editorial pages of the publication. These editorial pages constitute a trail which identifies the prospect and

tells the advertiser whether or not he is hunting the right quarry.

In so far as the Condé Nast publications are concerned, we have three magazines whose editorial pages clearly identify their readers in terms which mean something to the camp advertiser. *Vogue* is the women's fashion magazine, *House and Garden*, the publication of home creation, and *Vanity Fair*, the magazine of modern ideas in the world of art and letters. The readers of these three magazines have, therefore, two characteristics in common. They are people of taste, for these magazines are the greatest exponents of good taste in America. They are people of wealth, for no one else could afford to buy the clothes, build the homes, or live the lives reflected in these publications.

The Condé Nast trail is, therefore, one which the camp advertiser may well follow with profit.

M. ALVAH BLANCHARD, *Manager*
Condé Nast Educational Bureau

A TIMELY SUGGESTION FROM
THE TRANSPORTATION
COMMITTEE

Camp directors who require Pullman car service in transporting their campers have often been reminded that it is well to make reservations early. For the season of 1928 it is even more advisable to make traveling arrangements long in advance for both the going and return trips.

The Democratic Convention will draw heavily on the Pullman resources, taking them to a distant part of the country at a time that will conflict with the requirements of camp directors for their going trips. Many of us still remember the serious transportation hardships we suffered eight years ago due to a similar conflict.

This year Labor Day will come early, September 3, very near the time when many camps will travel. Pullman facilities at this time are always taxed to the limit by the general public. This may necessitate a change in some traveling dates for the homeward trip, which, of course, would affect the closing dates of those camps involved.

Those wishing assistance with transportation problems should write to

MR. ARNOLD M. LEHMAN, Chairman
666 West End Ave.
New York, N. Y.

THE FAITHFUL FEW

When the meeting's called to order,
And you look around the room,
You're sure to see some faces
That from out the shadows loom;
They are always at the meeting,
And they'll stay until it's through—
The Ones that I would mention,
Are The Always Faithful Few.

They fill the many offices
And are always on the spot,
No matter what the weather,
Though it may be awful hot,
It may be dark and rainy,
But they are tried and true,
The Ones that you rely on
Are The Always Faithful Few.

There are lots of worthy members,
Who will come when in the mood,
When everything's convenient;
They can do a little good,
They're a factor in the meeting,
And are necessary, too,
But the Ones who never fail us
Are The Always Faithful Few.

If it were not for these faithful,
Whose shoulders at the wheel
Keep the institution moving,
Without a halt or reel—
What would be the fate of meetings,
Where we claim so much to do?
They surely would be failures
If we lacked The Faithful Few!

THE BOOKBINDER

SEND IN YOUR DESIGN

The Camp Directors Association is still looking for just the right emblem or design to be used on the stationery or heading of articles, etc., which will represent the Association. If the design is satisfactory, it might be used as a pin. The suggestions hitherto sent in have not been quite satisfactory. This is just to remind all that a design of some kind, simple, and yet with

a flavor of the ideas and ideals of the C. D. A. would be gladly considered by the committee. Please send designs to the chairman in time to have them considered at the meeting in March. Address:

MRS. E. L. GULICK
77 Addington Rd.
Brookline, Mass.

TO HELP THE CAMP AND CAMPER
FIND EACH OTHER

(Continued from page 1)

advertisements of the camps appearing in the directory lists. They know the magazine has a policy of investigating, of knowing the qualities and characteristics of those camps which they have listed. Still they may be confused.

This is where the services of a Camp Bureau fit in. Such a bureau is in constant touch with many more camps than it is possible for the individual to be. There are few people who can go around and investigate for themselves. Even these people might be apt to overlook some of the possibilities or think, after a search, "Oh, well, any one will do." The camp director does not desire the boy or girl who will not "fit in." A friendly group is essential if the summer is to be a success.

It is possible for the directory to know the different camps and to know why they are different, for each camp may have its own value for a particular individual. This is not stressed by the person outside of a bureau who knows three or four camps. It is the duty of the bureau to become acquainted directly or indirectly, not only with the camps listed in its directory, but with many others, as far as possible, and to learn of their policies, activities and ideals from those having an impartial view.

This bureau should be conducted as a service for the subscribers, keeping this point of view constantly in mind. It is part of the service a magazine renders its readers. A magazine of high standing aims to present the best in current literature, the best in advertising. It has the facilities to enable it to see what the camps are offering, what they are doing and to get as much of the individual atmosphere as possible. This knowledge should be available for the inquirer. This is the "raison d'être" of the department.

So the bureau, or directory, going under many different names, can act as a "clearing house," establishing contacts between those who are seeking and the camps where they will be happiest. It cannot be done perfectly always. It cannot be done at once, but it can be improved. Thus the bureau has a twofold purpose: it serves the camp and it serves the subscriber. As an impartial judge, it plays a real part in filling a definite need.

M. S. PERKINS
The Atlantic Publications
Educational Directory

WORTH REMEMBERING

"We are coming to realize more and more that this is a serious group, meeting with the realization that we are dealing with an educational problem and the more we emphasize that and the more we have that emphasis in our meetings, the more definitely will we be identified with the larger educational organizations."

Frederick Guggenheimer

C. D. A. MEMBERSHIP

Continued from January issue

- Mr. Henry P. Handy
Camp Pokomoke, Sebago Lake, Me.
Box 1296, Richmond, Va.
- Rev. Clarence J. Harris
Camp Wamego, Corinth, N. Y.
45 Pinehurst Ave., New York, N. Y.
- Mr. J. W. Hayden
Camp Idlewild, Lakeport, N. H.
Box 275, 67 Overlook Ave., Ridgewood, N. J.
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QUESTION BOX*(Continued from page 2)*

sideration. He will need more than the average of each of these. In the matter of speech disorders the case is quite different. Here there is marked danger through psychic infection of the group, for children love to imitate a stutler.

Some noticeable social defects may prove difficult to handle in camp, for there may be the subtle influence of a tradition wanting in certain desirable social ideals. A common, vulgar child brought up in a doubtful environment, no matter what her financial status might become, would prove no asset to a high grade camp group, and this quite apart from her voice and diction. These of themselves could be changed through constant association with "nice people" for a period of even a few weeks. These externalities are quickly changed by suitable companionship, but the thought content, the memory images, must forever endure. The soul of a child must always bear the marks of its prevailing social environment. Shaw's woman in "Pygmalion" had the diction, the manners of a duchess, provided she was not engaged in conversation, for the content of her mind was the mirror through which her former environment could be seen. If one considered it a noticeable social defect to be too reserved, aloof, shy, introverted, a child with this type of behavior could not harm the group but would himself need special understanding and attention. One cannot jump too quickly to conclusions — introvert is a big word too easily uttered and dismissed. There may be many causes for introversion and not the least of these may be the

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THE SCIENCE OF HIKING

(Continued from page 3)

together is a psychological feat, and it can be done gracefully and satisfactorily in this way: upon leaving camp arrange the hikers in single file, youngest in front, with leaders at regular intervals. Each person is to keep his place, counselor and camper alike. The leader should be in front and the camp physician in the rear. In case a boy begins to fall behind he should be put near the front. It is a challenge for the leader to inspire the boys at the front to set a steady pace for the others, and at the same time to see that each fellow toward the rear keeps his place and does not disturb those in front of him. Nagging a boy will not increase his pace—brag on him and make him feel some responsibility for the progress and success of the entire hike and he'll walk if he can, if he can't the leader should call a halt and let the camp physician advise as to what is best—the pace can be slackened, or the indisposed hiker can be carried. It is absolutely fatal to the morale of the group to let the slow, tired, weak hikers filter through to the rear of the line while the alert push to the front.

9. When the place for cooking a meal or for overnight camping is reached, the campers should be told by the camp physician how to keep the place sanitary. This protects the spring from contamination and insures plenty of area for the making of beds.

10. The leader of the hike, in an unassuming way, should see that some counselor is building a fire and beginning to prepare the meal, that another is supervising the getting of wood for the night, that another is helping the younger campers make their beds, and that the camp physician is taking care of the cuts, blisters, and other ailments accruing from the hike. The leader should hold himself in readiness to help with any particular part of the work which is not progressing properly.

11. When the time for cooking has come, many want to help and many can be used if some capable person supervises all the skillets. Sound meal call. Have hikers line up and serve all food, except dessert, at one time. Be prepared to serve seconds and thirds if necessary. A very small amount of additional food is sufficient to please a tired hiker when he has already eaten a well-rounded meal. If, however, he cannot get this last serving of sweet corn, he feels that is is ravenously hungry.

12. To check in the plates, some camper who is respected is quite satisfactory. Any fellow who hands his in when it is not clean must finish the job. Each counselor and boy should always clean his own eating utensils.

13. Cleaning the kitchen ware can best be done by dividing the campers into as many units as there are meals to serve. The leader of each unit will assume the

(Continued on page 8)

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THE SCIENCE OF HIKING

(Continued from page 7)

responsibility for the K. P. work for one meal.

14. In case of rain by day, keep walking; when it slacks build a big fire and be warm while eating even if it is impossible to get dry. When it rains at night, the one essential is a big fire. If the fire has to be built at evening while it is raining, some counselor should lead the campers in several brisk setting-up exercises. When the fire is built and the meal is served the group should arrange as best it can for the night. Some may find shelter beneath cliffs, lean-tos can be built, while others by staying close together in an upright position in their blankets by the fire, covered over with rain coats and ponchos, can rest quite well. In case of rain in the middle of the night, two things are most important: a big fire, and that every person who can, stay in his blankets and under his poncho. For those who, because of drainage, are forced to move the fire should afford some protection from the cold. It is silly for two fellows in a good sleeping bag to get up to go to a fire in case of rain.

15. In case of continuous rain, no meal should be greatly delayed—a change of menu is often necessary. Dead rhododendron and knots from dead balsam, red spruce, and hemlock burn well in wet weather.

16. Whether rain or shine, a chocolate bar is very satisfactory when a group of hikers are yet miles from the spring where the meal is to be served. It is best for a counselor to carry the supply of milk chocolate, and keep his bounty a profound secret from the entire group—for a chocolate when a hiker is not expecting it simply works magic.

17. Upon returning to camp some well-chosen songs and yells are very effective.

Perchance a boy senses much which commands his interest and reverential respect while in the high mountains. Doubtless all nature reminds him of something more inclusive than himself and challenges

him to reach out in every direction if he would become full grown—it challenges him to a new degree of physical fitness, for he knows weaklings can't climb to the top; it challenges him to serious, well-rounded study, for he realizes that there is much which he does not understand; it challenges him to serious contemplation as to the reality of God, for he is forcibly reminded when looking from one peak to another that he is standing on a world which was not made by man.

NOTE.—This article is of particular value to the camps in the Southern Appalachian Section. *Editor.*

QUESTION BOX

(Continued from page 6)

hardships imposed by the group upon one who is original or different. Despite the claims of teachers about the necessity for the adaption of the individual to the group, the group is not always right, though it strive to the point of breaking, to force atypical persons to conform. Definite, nay permanent, inferiorities may be put upon a child through a harmful group attitude. Camp elders are all too ignorant many times of the attitudes and undercurrents which may be inflicting serious hardships on a child, though it may be easy to ticket him introvert—day dreamer. Such children require sympathetic study as well as specialized knowledge and technique. All those with noticeable character defects are by no means necessarily a menace to a group. In a sense, introverted tendencies may be so considered, depending largely on their development and this would be one illustration of character defect innocuous to a group. But, both child and group may be harmed by unwise or ignorant handling of certain character disorders, as in the spread of hysterical manifestations among a number of children.

It is wise to have on the staff of any large camp a person of maturity with scientific knowledge and understanding of the milder behaviour disorders. These abnormalities are none too rare among normal children. Mental hygiene is worthy of a place in a summer camp, even as it is in college where it is becoming increasingly popular.

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"All counselors should help with nature study, although someone should be appointed definitely in charge of it. . . . *The American Nature Magazine* seems to be

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